

sustainable
Peterborough



SP Communication Strategy

Communications Sub-committee Update

September 24, 2015

Subcommittee members

- Melanie Kawalec – Team Lead
 - Sheridan Graham
 - Meredith Carter
 - Brigid Ayotte
 - Dawn Berry-Merriam
 - Jeannette Thompson
 - Anca Pascalau
-
- 4 meetings between July and August

SP Logo

- Updated logo colours to reflect green for the earth, blue for the water and yellow for the sun



- These colours will carry through for the new SP letterhead, media release, minutes, power point presentations templates that will be created

SP Tag Line

- Recommend keeping as a short, concise tag line but flipping it over so that Our future is higher and Our legacy lower and changing the colours to match out new colour scheme



Our future... Our legacy

Banners

- Purchased a tear drop banner with indoor stand for \$225
- Working on 2 pop-up banners that will also be printed as rack cards for community outreach



2015 Purple Onion Festival

Banners & Rack Card

We are: Sustainable Peterborough is a partnership comprised of community groups, residents, businesses, local government and First Nations.

Why: We work together to ensure a sustainable future, balancing prosperity, well being and nature.

What we do: SP's active projects include:

- Climate change planning
- Encourage & promote energy/water conservation
- Support sustainable planning policies
- Partner with local businesses to promote greening opportunities
- Report annually on the sustainable initiatives across the GPA

Banners & Rack Card focus

- Banner layout will focus on pictures that display local actions & activities that the seven Working Groups are currently working on.
 1. Food & Farming
 2. SPBI
 3. Energy
 4. Water
 5. CCWG & CCAP
 6. Healthy Communities – seniors & kids
 7. Culture
- CS opted for a Rack Card instead of a brochure.
- This is still a work in progress.

Report Card

- County Council requested that SP engage more with local residents, that the Twp Councils are well informed by the Annual Report Card presentation but more community engagement is needed
- CS propose distributing a copy of the 2016 report card through Peterborough This Week to every household in the GPA at a cost of ~\$2,150
- will need to print ~45,000 additional report cards for a total print of 47,000 at a cost of ~\$9,400
- ensures that all household receive a copy vs. municipal office and some community locations

Report Card

- CS proposes distribution during Earth Week - week of April 17th as an appropriate theme week (will require moving report card schedule back a bit and tightening timelines)
- CS also proposed that SP display and report cards be taken out to each of the Township farmers markets in September-October 2015 as an opportunity to engage with township residents and distribute the 2014 report cards

SP Web Site

- CS will provide an ongoing review of the web site for content to keep it fresh and progressive
- Need to transition away for the SP Plan language into a community based framework for ease of public use which includes a front page explaining what SP is, who we are, and what we do
- Need to make the SP web site print friendly
- CS propose creating a list of the “Board of Directors” style of introduction to the SP CC, similarly to Sustainable Kingston’s

SP Web Site

- We would like a photo of each member of SP CC with a job title & who you work for, followed by a couple of sentences on why you chose to sit on SP CC and the value it provides to your work place, your community or you in general.
- We will create a staff overview as well so that people know who to contact by roles and responsibilities.



Viviane Paquin, Chair of the Board of Directors

Viviane Paquin has been a resident of the city of Kingston for over twenty years and holds a Master of Science degree from Queen's University. She has spent most of her career in the field of environmental sciences. Viviane is currently a member of the senior management team of the Environmental Sciences Group, Royal Military College of Canada where she provides management support to projects involving the assessment and remediation of contaminated sites and where she facilitates research collaborations between government, industry and academia aimed at developing practical and cost effective solutions to environmental problems. Viviane is strongly committed to working with her community to undertake actions that will help move Kingston towards greater cultural, social, economic and environmental sustainability.



Brian Gillingham, Treasurer and Secretary of the Board of Directors

Brian Gillingham is a lawyer with the law firm of Cunningham, Swan, Carty, Little & Bonham LLP. He practices in the areas of estate planning, business law and real estate law. Brian attended Carleton University in Ottawa and Osgoode Hall Law School in Toronto before returning to the Kingston area following his call to the bar. Brian is also a board member of K3C Counselling Centres and the Estate Planning Council of Eastern Ontario.



Alia Tulloch - Interim Project and Outreach Coordinator

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2016 City Calendar

- Can list events, activities, and services
- Add in short tips, facts, or directions
- Add theme days or weeks
- 1 page of centre spread for SP & CCAP
- due by end of September

Still working on....

- the Elevator Pitch,
- Two pop-up banners & Rack Cards,
- Web site review is ongoing,
- Double sided business cards to add SP info,
- SP power point presentation template,
- Social media (U-Tube video?), considering supporting a social media booster (extra \$),
- SP media release template,
- SP Partners Communications – Agreement vs. pledge
- Creating the SP Communications Strategy with templates.